

Hecht's Greater Stores.

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## Opening the season with hour sales never heretofore equaled.

It is a great achievement for this store to excel its past efforts and particularly the values offered at its "hour sales" on Fridays. But we have done it—or rather do it—in the offerings which we make tomorrow.

Much of it is loss-selling. We are not getting cost in many instances where we regard it necessary to dispose of merchandise. All through we have sacrificed profits to bring prices down to make extraordinary values.

Anything you buy—no matter how small the amount—may be "charged." Any satisfactory arrangements will be made with you. But no mail orders will be filled from this advertisement.

### 9 to 10.

Cream colored satin, 26 inches wide, and in the most desirable patterns. Instead of 50c a yard—this hour, 27c.

Infants' hand-knit booties, in pink, blue and white. This hour, 64c.

Infants' white lace-edge bibs. This hour, 5c.

Lot of French lawn and muslin—1 to 4 inches wide. For this hour, 3 1/2c.

Men's Plain and Fancy Colored in neck wear—extraordinary at 25c. For this hour, 5c.

Men's Suspenders—elastic and roller ends—were 15c. For this hour, 4 1/2c.

Tan or Black Stock Dressing, which sells in every store at 15c. For this hour, 2 1/2c.

Children's and Misses' Felt Slippers—size 9 to 10—instead of 50c. For this hour, 10c.

Children's Jersey Leggings in sizes 3 to 10—instead of 50c. For this hour, 37c.

10-yard Spools Black Silk for... 1 1/2c.

Tablecloth of Wines, Quills and Fancy Feathers—were 60c. For this hour, 5c.

Children's Merino Vests—plain and ribbed—odd sizes, hence, instead of 25c. For this hour, 8c.

Children's Past-black Hose—size 5 to 8—were 6c. For this hour, 6 1/2c.

### 10 to 11.

White applique bureau scarfs and pillow cases—instead of 30c. For this hour, 15 1/2c.

Extra heavy full double bed size spreads, in best designs—instead of \$1.00—this hour, 59c.

36-inch white dotted and figured Satin in splendid assortment—instead of 97c. For this hour, 97c.

A large lot of ladies' flannel waists, all trimmed with braid and in a splendid assortment of colors for this hour, 99c.

Children's white aprons, trimmed with embroidery—all sizes from 4 to 14 years—this hour, 29c.

All silk double warp scarves, in all street and evening shades—instead of 25c. For this hour, 25c.

All-wool yard-wide ladies' cloth in black and all colors—instead of 40c. For this hour, 29c.

All-wool Sateen undergarments, neat patterns, for waists and yokes—this hour, 10c.

Handsome all-silk taffeta ribbons—4 1/2 inches wide—go 100 yds. for yard, for this hour, 5c.

Embroidered edge turn-over collars, in 29 patterns—instead of 15c. For this hour, 9c.

Black and blue chevron serge skirts with the new inverted pleat—instead of 25c. For this hour, \$2.29.

Boys' Galatea cloth wash suits in several styles—extra large collar—perfectly washable and ideal for spring and summer wear. For this hour, 29c.

An unparalleled line of ladies' black and colored taffeta silk waists, the new spring styles—extra large collar and hemstitched—each value of 50c. For this hour, \$3.98.

10 pair men's medium and heavy bicycle pants with double military seat, mostly sizes from 36 to 42 waist measure—sold at \$2.50—originally go to 50c. For this hour, 50c.

Bunches of Foliage and Violets—instead of 25c. For this hour, 5c.

Ladies' and Misses' Satin Ribbed Vests and Pants—white or gray—were 25c. For this hour, 11c.

Ladies' lace shoes, sizes 7 to 9—instead of \$1.25. For this hour, 69c.

Misses' tan button shoes—size 11 1/2 to 2—instead of \$1.25. For this hour, 65c.

Gold and silver undergarments and bicycle skirts—originally sold for 40c. For this hour, 19c.

Men's fancy handkerchiefs—fast colors—were 15c. Each; now 3 for 25c. For this hour, 10c.

### 11 to 12.

A lot of Swiss and Hamburg embroideries, collars and insertings for this hour, 2 1/2c.

A lot of plain and plaid ribbons—widths 2 and 3 1/2 inches—this hour, 1 1/2c.

All-silk Windsor tie—plain colors and patterns—this hour, 9c.

"Feed Baltimore" alarm clocks—per set—this hour, 59c.

A lot of ladies' skirts—both dress and sport—rings—day-dress—former of plain and plaid—homeseams, plaid chevrons and the like—the latter of plaid—this hour, \$3.98.

### 11 to 12.

Finest grades of Galatea wash suits for boys—the most desirable patterns; most of them finished with cord and white—sell usually at 59c. For this hour, \$1.29.

Medium-weight double-breasted short pants suits, in sizes to fit boys from 8 to 12 years; choice of two patterns. For this hour, \$7.98.

Lot of ladies' black and blue chevron serge tailored-made suits—choice of double-breasted and fly-front effects—newest cut skirts—each value of 50c. For this hour, \$6.98.

Ladies' taffeta silk undershirts—choice of black and a dozen of these colors which are to be fashionable this spring with plain or accented below—good width. For this hour, \$6.98.

Best quality of fine linen, in most desirable patterns and colors. 2 yards wide, a quality which sells up to 75c. a square yard. For this hour, 33c.

Heavy 10-4 blankets—white or gray—with pretty borders. For this hour, 25c.

Nottingham lace curtains, cream and white—one pair of a kind—worth up to \$1.85. For this hour, 79c.

A lot of men's pants—such as sell up to \$2.50 a pair—regularly. For this hour, 98c.

A large lot of ladies' percale wrappers—skirt full width and have deep bonnets—suits tastefully trimmed—will be sold 59c. For this hour, 59c.

Rich and handsome all-silk black taffeta, very desirable quality, which sells usually at 39c. For this hour, 39c.

Wide fast black percale, which usually sells at 12 1/2c. For this hour, 67c.

Men's fancy half hose and also lot of gray wool mixed hose, which are good value at 10c. For this hour, 10 1/2c.

Men's 60c. and 75c. fancy percale shirts—soft and stiff bosoms, with cuffs to match—neat patterns and all sizes from 14 to 17. For this hour, 29c.

Ladies' spring level half calf shoes, in sizes 2 1/2 to 4—this hour, 89c.

Ladies' lace shoes, sizes 3 to 7, with lace and ribbon—this hour, \$1.39.

A large lot of Instrumental and Vocal Music by the most popular composers to go 1c. For this hour, 1c.

Ladies' Past-black Hose in all sizes—instead of 12 1/2c. For this hour, 6 1/2c.

Bunches of Violets and Foliage which are good value at 40c. For this hour, 19c.

### 12 to 1.

Men's neat striped cassimere pants—all well-made garments, which originally \$1.48. For this hour, \$2.50.

Sell for \$2.50—this hour, 98c.

Lot of youths' separate suits—size 14 to 19 years—all-wool garments, from suits which sold up to \$10. For this hour, 98c.

Ladies' and Men's Umbrellas, such as are sold at 50c. For this hour, 49c.

Men's and Boys' White Undershirts—strongly reinforced—buttoned—handkerchiefs—all sizes—instead of 30c. For this hour, 29c.

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Heavy cow door mats—good size—instead of 50c. For this hour, 29c.

Pretty children's table-covers—fringed all around—best designs. For this hour, 25c.

All-wool ribbons, in all colors—4 to 6 inches wide—originally sold at 25c. For this hour, 14c.

All styles of vestings—chenille and velvet—spots—new effects—instead of 40c. For this hour, 25c.

Ladies' muslin drawers—made with deep hem and tucks—this hour, 94c.

Ladies' muslin gowns, in ten styles—all well-made garments—this hour, 49c.

Goodsize turkey-red table-covers—guaranteed fast colors—instead of 25c. For this hour, 29c.

Men's three-lined undershirts, in gray and white—merino—few sizes missing—were 40c. and 50c. For this hour, 29c.

Men's and Boys' Band Bow Ties—newest patterns—2 1/2 yard bow. For this hour, 15c.

Old lot of Boys' Heavy Merino and Boys' Ribbed Vests and Pants—instead of 15c. For this hour, 15c.

Old and ends in Wines, Quills and Fancy Feathers—sold for 60c. For this hour, 1c.

Men's well-made Pants—in good patterns—such as sell in most stores up to \$2.50. For this hour, 98c.

## Hecht & Company,

513-517 Seventh Street.

Hecht's Greater Stores.

## Tell your husband!

—about the sale! Tell him that it cannot hold out much longer, because both the suits and overcoats are selling rapidly. Call his attention to the saving in buying these

## \$12.50 suits & overcoats At \$5.75.

He will only have to glance at the garments to see the immensity of the values.

We shall be pleased to "charge" them—and you can suit your convenience about paying for them.

## The suits

are of all wool fancy cassimeres and worsteds and sold up to \$12.50.

## The overcoats

are of blue and black kersey, covert Irish frieze, Oxford mixtures and sold up to \$12.50.

## Choice, \$5.75.

Hecht & Co., 513-517 7th Street.

## "If they're Rich's shoes they're proper."

Ten-One F—Cor. 10th. (Entire building).

Phone number one-fifty.

Such a bewildering display of footwear has never before been shown in this city, not even by this store. More exclusive footwear fashions are not shown by the best of the shoe shops of New York. Rich's styles are the "correct" styles, because they have been pronounced "correct" by the most careful dressers—and because they are the creations of makers who set the fashions.

Rich's styles for spring are arriving daily now, and as rapidly as they arrive they are made ready for your inspection.

Rich's desire to call your attention to the splendid showing they are making of ladies' and gentlemen's shooting, riding, golfing and gentlemen's surveying and prospecting boots. Dozens of styles are here for ready delivery and anything to suit your individual taste made to order in a few days. This is the only store in town carrying more than two or three styles of this sort of footwear.

Children's footwear is usually sacrificed for ladies' and men's. Here, children's footwear is made a special feature—an entire floor is devoted to the selling. Children's feet should be fitted carefully to prevent trouble in after years. Experienced fitters only are employed here, and the greatest care is taken that they get comfortably fitting footwear.

It is this attention to details that has built up this great business.

B. Rich's Sons,

"High-art Footwear."

Ten-One F—Corner 10th. (Entire building.)

## 25c., 50c., 75c.

## The Rage==

## FINGER PURSES.

There never was such a demand for any purse as the just popular finger purse. We have a splendid stock of them in all the new leathers and shades as low as 25c., and up to \$4.00 in the rare leathers.

## SILVER LETTERS

For them also, in several designs and sizes.

## TOPHAM'S,

1231-1233 Penn. Ave.

## 50 Feet HOSE, \$4.

Not cheap, worthless rubber hose, but strong, long-wearing rubber and fabric hose, for fire, water, gas, oil, etc. R.M. or MORTIMER LOCKS 20c. (the lot of 10 or more).

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W. MOSES &amp; SONS.

Mattress and Couch Factory, 452 Penn. ave.  
Furniture Factory, 12th and R. Storage, 220 and M.

## Some Specials in Table Covers.

These special reductions in table covers, fringes, etc., will be the trade attractions in our first floor department for the balance of the week. Needless to mention the money saving—the price-smallness shows for itself.

4-4 Reversible Derby Table Covers, heretofore selling at \$1.00, now reduced to 75c.

6-4 Reversible Derby Table Covers, heretofore selling at \$2.00, now reduced to \$1.15.

8-4 Reversible Derby Table Covers, heretofore selling at \$1.50, now reduced to \$1.00.

8-4 Reversible Tapestry Table Covers, heretofore selling at \$1.75, now reduced to \$1.15.

8-4 Wool Tapestry Table Covers, heretofore selling at \$2.50, now reduced to \$4.00.

10-4 Wool Tapestry Table Covers, heretofore selling at \$3.50, now reduced to \$5.00.

10-4 Cotton Tapestry Table Covers, heretofore selling at \$3.50, now reduced to \$2.25.

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